



New WaterSmart Program in 2014

Beginning in early 2014, with the aid of a grant from the Colorado Water Conservation Board, the City of Brighton will begin a yearlong conservation program targeted to individual customers.

Here is how it works:

Up to Four thousand (4,000) metered single-family customers will be enrolled in the Program. WaterSmart will launch the Program by sending a welcome letter to participating homes along with a print survey ("Customer Insight Survey") to each participating home that will provide information on water conservation habits, efficient fixture saturation, attitudes, and household characteristics. It will also ask for email addresses to spur email report capabilities. WaterSmart will deliver print or email Home Water Reports (for those who provide emails through the print survey) on a bi-monthly basis for one year. Each of the 4,000 accounts will receive six (6) Home Water Reports. WaterSmart will deliver a total of up to 24,000 Reports.

The Program's goals are to (i) reduce annual water demand, (ii) increase customer engagement, and (iii) improve levels of water education in enrolled households as compared to a randomized control group. WaterSmart anticipates that deploying its solutions across all of Utility's customer connections can yield significant water use savings relative to current utilization levels, through a combination of consumer behavior changes and installation of additional water-saving fixtures, appliances, landscaping and irrigation options.